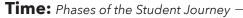
The Student Experience Canvas

The Student Experience Canvas is a tool to understand and improve your student experience by considering their touchpoints along the journey from applicant to alum.

Students, Staff, and Administrators the Canvas by identifying what's working and what isn't and then determining priorities and questions for the future.

The Canvas provides an opportunity to synthesize what's known, reveal gaps about what's unknown, and spark collaboration across departments.

2. EVALUATE THE STUDENT JOURNEY



1. STUDENT PERSONA

Describe your persona's motivations....

Describe your persona's behaviors....

In each box below, describe what's working and isn't the current student experience, then rate it from 1 (poor) to 5 (excellent) in the corner. Touchpoints: What students interact with

brightspot

/our	student	persona:

Describe your persona's expectations....

Check any of the following designations...

- Commuter Student
- 🗌 First Gen Student
- International Student
- Part-time Student
- Student Athlete
- Transfer Student

Student w/ Children

Student w/ Disabilities

- Veteran Student
- Working Student

3. REFLECTION

Priorities

What are the top 3 to 5 opportunities to enhance our student experience?

Outstanding Questions

What questions do we have? What additional info do we need?

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